

**SIMON SAYS Consulting...sulmer@aol.com**

# **SIMON SAYS**

## **Deliver Remarkable Customer Service**

**“Taking C.A.R.E. of Business”**

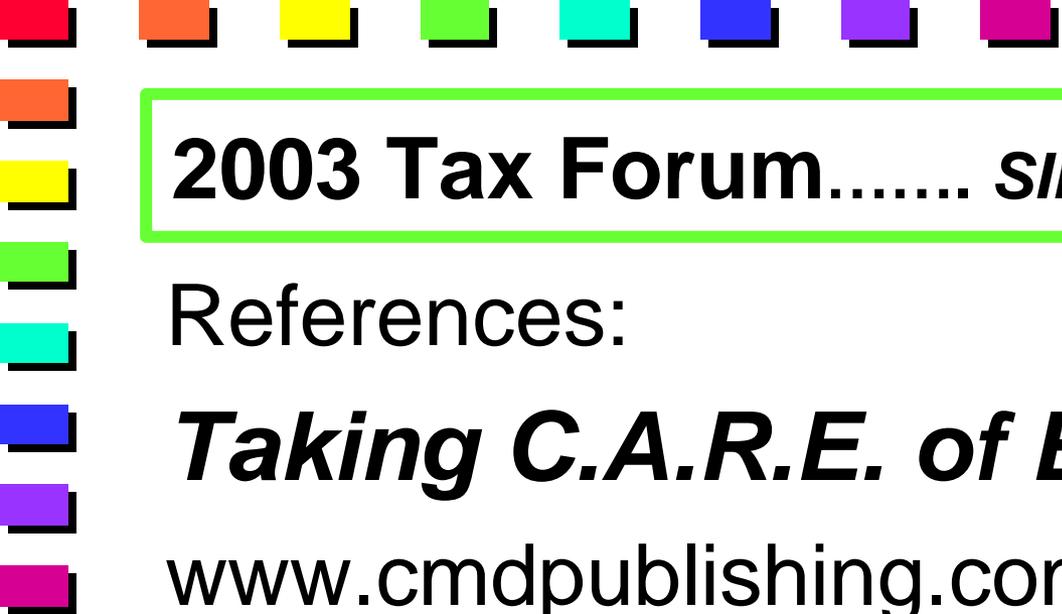
**2003 Tax Forums - Seminar #12**

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## Tax Forums & SIMON SAYS!

- Marketing For The 21st Century
- How To Delight The Customer
- Eight-0 in 0-Seven
- What Makes Some People So Successful?
- Benchmark:
  - Differentiate (Timberland)
  - Define Customer Needs (Coca-Cola)
  - Customer Service (Whole Foods)
  - Organizational Culture (Southwest Airlines)

Taking C.A.R.E. of  
Business.....  
***Choosing*** to deliver  
remarkable customer  
service!



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References:

### ***Taking C.A.R.E. of Business***

[www.cmdpublishing.com](http://www.cmdpublishing.com)

[www.starthrower.com](http://www.starthrower.com)

### ***SIMON SAYS Consulting***

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Taking C.A.R.E. of  
Business.....

- **Connected**
- **Attentive**
- **Responsible**
- **Enthusiastic**

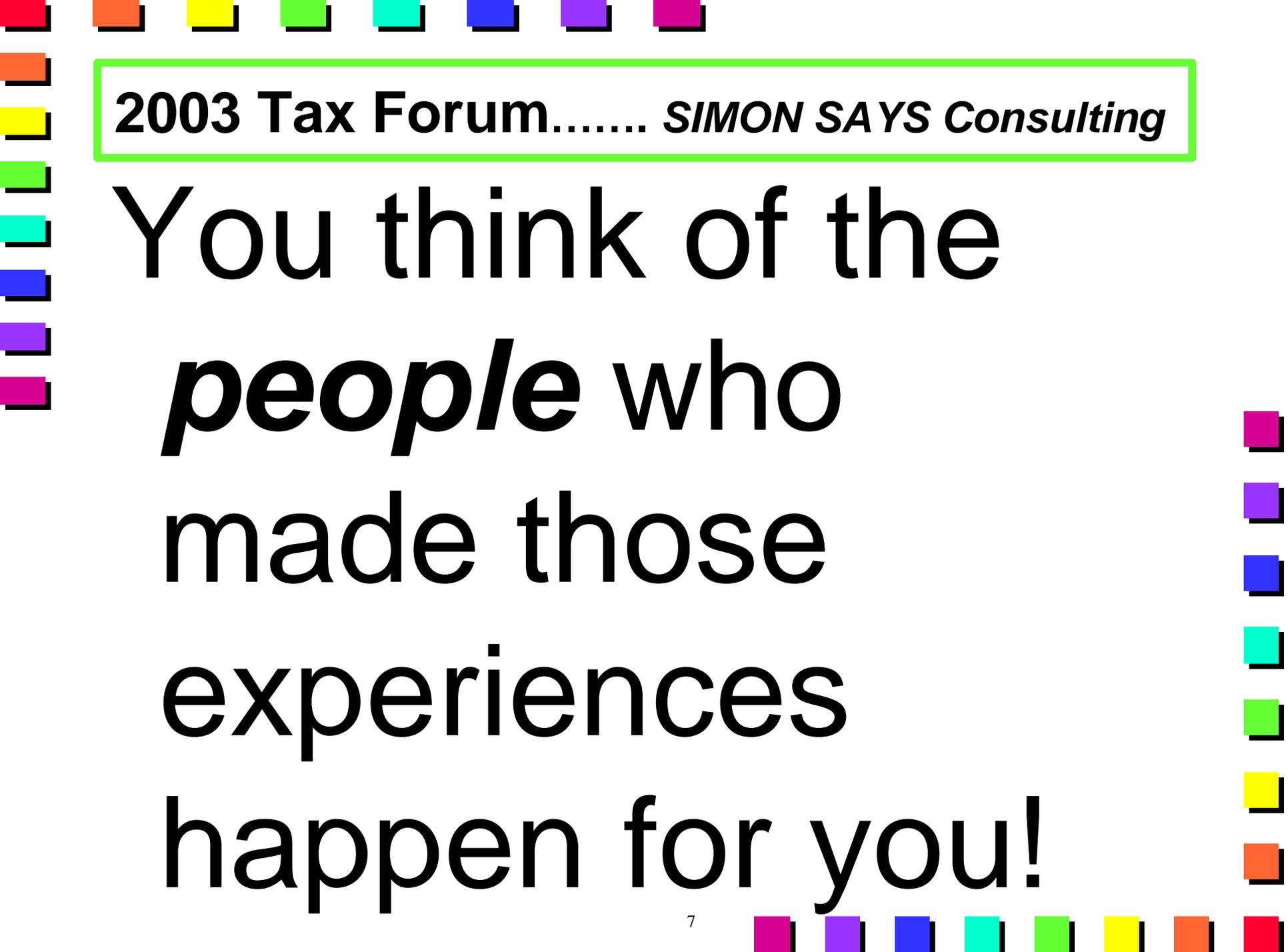


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Think of times you  
have had great  
experiences as a  
customer. ***What do  
you remember??***



*Dell Vail - Delta Florida*

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You think of the  
*people* who  
made those  
experiences  
happen for you!

Why is it that  
some *customer*  
*service*  
*professionals*  
just stand out?

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- Great customer service professionals make a choice
- Every day, with every customer, they choose to do all they can to make their customer's experience as positive as it can be
- It isn't just that they *want* to C.A.R.E., it's that they know *how* to C.A.R.E.

***Taking C.A.R.E. of  
Business*** emphasizes  
personal accountability  
as it teaches you to  
actively improve their  
customer service skills.

What are *your*  
personal reasons  
for giving  
remarkable  
customer service?

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- It feels good to help people
- It is more fun when you care about the service you give
- It is the best route to more profits, salary increase, job advancement

# Connect to your customer

- meet customers “where they are”
- treat external & internal customers as you would want to be treated

# Be **A**ttentive

- Give all your customers your full attention
- Be efficient and clear, but never rush your customers

# Be *R*esponsible

- Let customers vent
- Take ownership, but never take things personally

# Be *E*nthusiastic

- Treat each and every customer as if they were your only customer

# Connect to your customer

- meet customers “where they are”
- treat external & internal customers as you would want to be treated

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### ***Connect*** to your customers:

- Decide to be friendly before you say anything (eye contact, smile, tone of voice)
- Treat customers like visitors in your home - genuinely care
- Meet your customers (internal/external) where they are, putting aside where you are - “anticipate” needs beyond the obvious<sub>Bank</sub>
- For the moment, make their needs more important than anything else - put yourself in their shoes<sub>Airline</sub>

## ***10 Second Connection Test***

- What seems to be my customer's state of mind
- What is my customer's dominant emotion?
- What is the first response my customer needs from me?

# Be **A**ttentive

- Give all your customers your full attention
- Be efficient and clear, but never rush your customers

# Be **A**ttentive:

- Give customers your full attention
- Ask questions with an open mind (not leading questions)
- Make sure customers know they can count on you
- Take care of each customer efficiently - without being rushed
- Be clear with your customers

# Be *R*esponsible

- Let customers vent
- Take ownership, but never take things personally

Tec Hotel

# Be *R*esponsible:

- Take ownership
- Don't take things personally - do not take the bait
- Let dissatisfied customers vent without interrupting - **Listen**
- Apologize for the situation - customer does not want excuses
- Agree to next steps
- Thank the customer
- Do something extra if possible

# Be **R**esponsible-Avoid:

- Making excuses
- Blaming anybody even if it is their fault
- Saying what is outside of your control or power

# Be *E*nthusiastic

- Treat each and every customer as if they were your only customer

# Be *E*nthusiastic:

- Not a “cheerleader”
- Handle each customer professionally
- Treat every customer as if they were your only customer

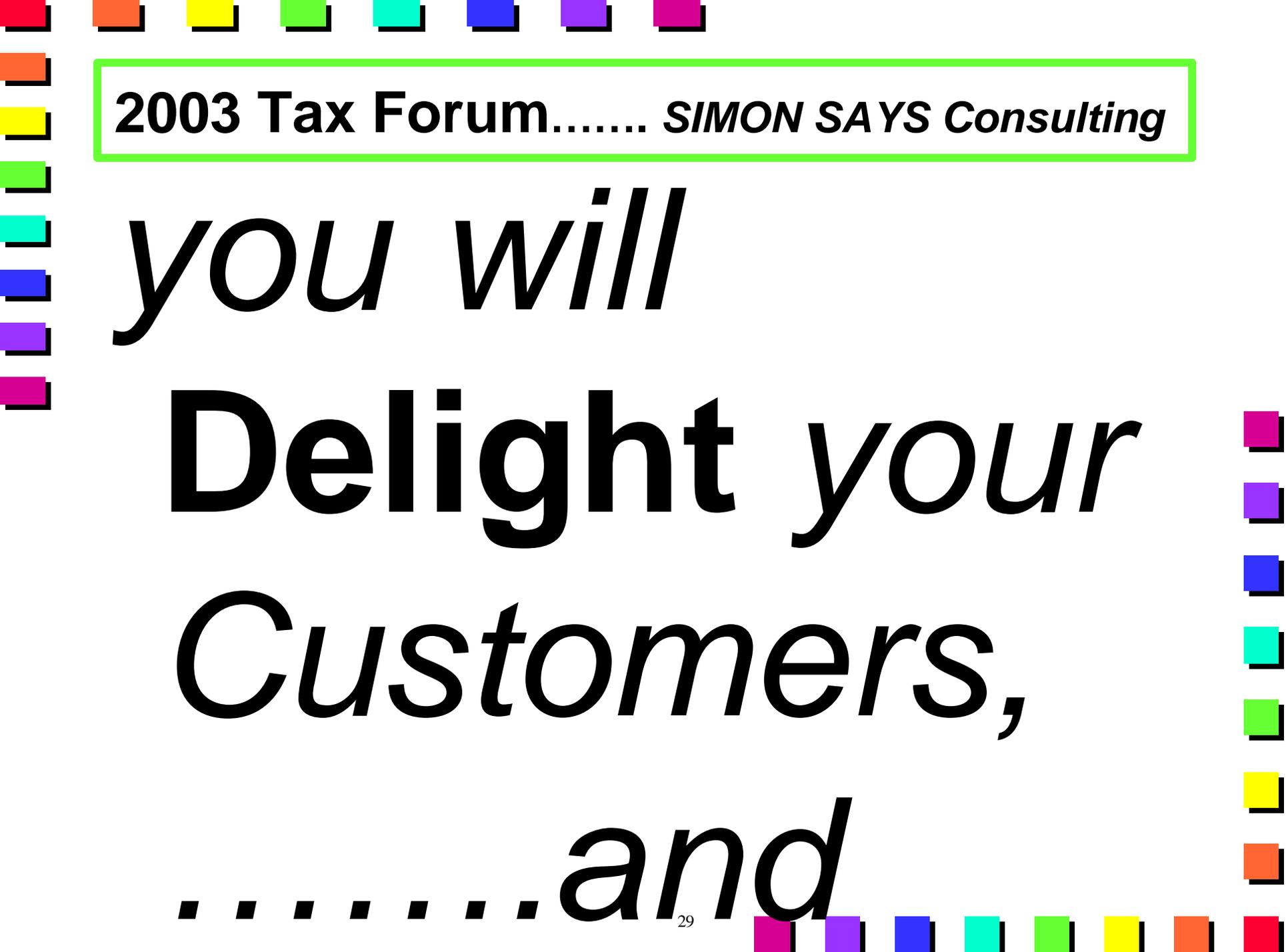
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## Summary:

- Common sense (not rocket science)
- Is the customer better off than before they dealt with you?
- **Connect** - welcome each customer like a visitor in your home
- **Attentive** - give each customer your full attention
- **Responsible** - take ownership of any situation
- **Enthusiastic** - constantly check your attitude

# Choose to C.A.R.E.

..... and

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*you will*

**Delight *your***

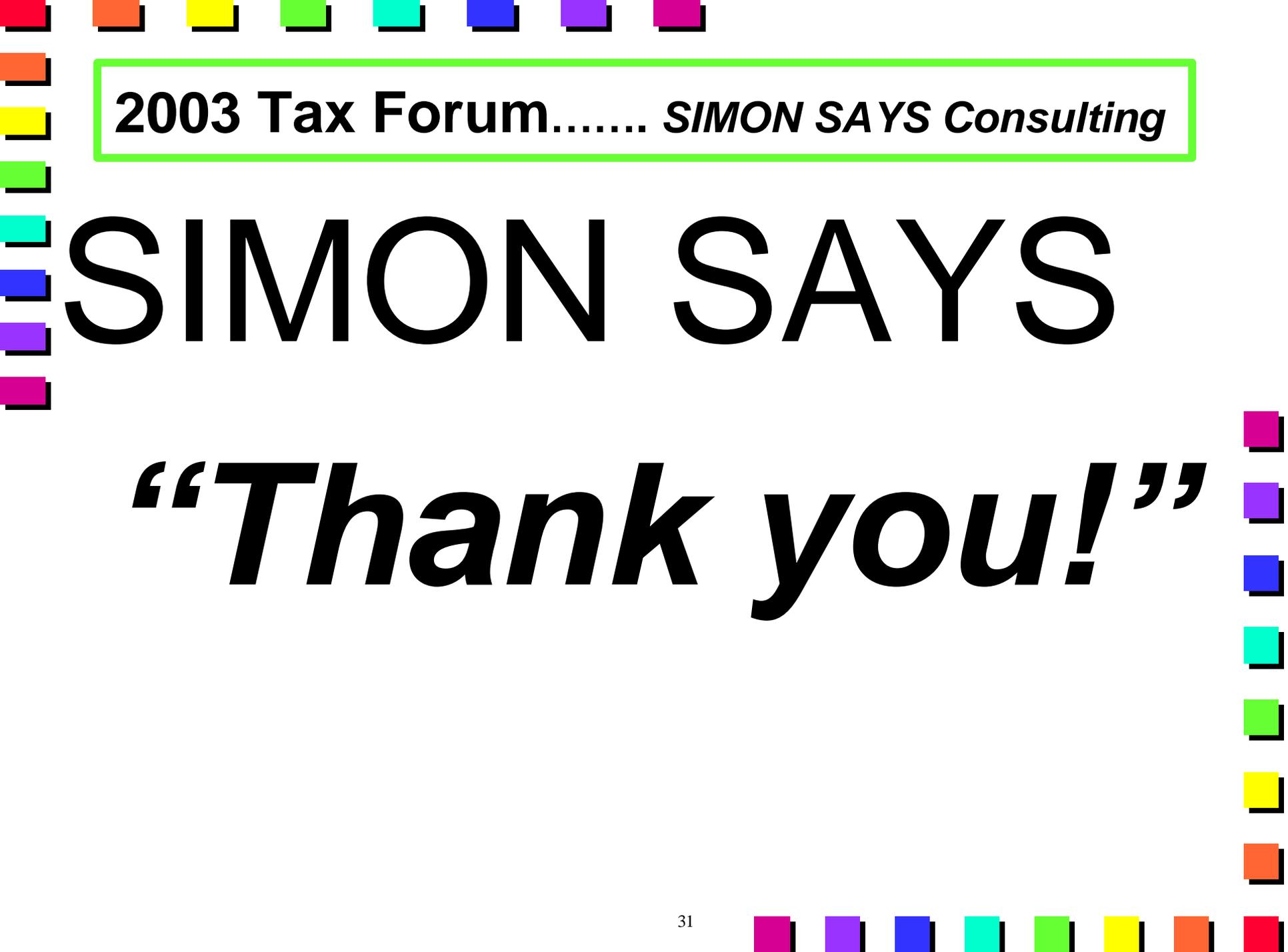
***Customers,***

***.....and***

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.....you will:

- It ***feels good*** to help people
- It is more ***fun*** when you care about the service you give
- It is the best route to more ***profits, salary increase, job advancement***

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***“Thank you!”***